

**AMENDMENTS TO THE CLAIMS**

Please amend claims 1, 3, 6-8, 10, and 17, revive and amend claim 12, and add new claims 18-20 such that the status of the claims is as follows:

1. (Currently Amended) A method for conducting a first guest survey of a guest using a first interactive item selection system displayed on a viewing surface of a first television in a guest room of a first ~~hotel or motel~~ entity, and for conducting a second guest survey of a guest using a second interactive item selection system displayed on a viewing surface of a second television in a guest room of a second ~~hotel or motel~~ entity, comprising the steps of:[:]]

receiving or generating the first guest survey, wherein the first guest survey is associated includes inquiries regarding guest satisfaction with at least one of a product offered by the first entity to a guest user of the first interactive item selection system and a service performed by the first entity for the guest user of the first interactive item selection system;

receiving or generating the second guest survey, wherein the second guest survey is associated includes inquiries regarding guest satisfaction with at least one of a product offered by a second entity to a guest user of the second interactive item selection system and a service performed by the second entity for the guest user of the second interactive item selection system, wherein the first entity and the second entity are separate entities;

storing the first guest survey and the second guest survey in a survey database operated by a common provider, wherein the common provider comprises a central web server remote from the first entity and the second entity, the central web server being capable of communication with the first and second interactive item selection systems;

displaying a particular item of the first interactive item selection system on the viewing surface of the first television, wherein the particular item is associated with the first guest survey;

displaying a further item of the second interactive item selection system on the viewing surface of the second television, wherein the further item is associated with the second guest survey;

receiving an electronic request at the common provider for the first survey when the guest user of the first interactive item selection system selects the particular item;

receiving an electronic request at the common provider for the second survey when the guest user of the second interactive item selection system selects the further item;

displaying at least one portion of the first guest survey, comprising at least one question to the guest user, on the viewing surface of the first television after receiving the electronic request for the first guest survey;

displaying at least one portion of the second guest survey, comprising at least one question to the user, on the viewing surface of the second television after receiving the electronic request for the second guest survey;

receiving an electronic response to the first guest survey from the user of the first interactive item selection system;

receiving an electronic response to the second guest survey from the user of the second interactive item selection system; and

storing the response to the first guest survey and the response to the second guest survey in a particular guest response database operated by the common provider.

2. (Previously Presented) The method of claim 1, wherein the step of receiving or generating the first guest survey includes the step of receiving the first guest survey from a first hotel or generating the first guest survey for the first hotel, and wherein the step of receiving or generating the second guest survey includes the step of receiving the second guest survey from a second hotel or generating the second survey for the second hotel.
3. (Currently Amended) The method of claim 1, wherein the step of displaying the at least one portion of the first guest survey on the viewing surface of the first television includes the step of transmitting the first guest survey from [[a]] the central web server to a first processor, wherein the first processor is coupled to the central web server and the first television.
4. (Previously Presented) The method of claim 3, wherein the step of displaying the at least one portion of the second guest survey on the viewing surface of the second television includes the step of transmitting the second survey from the central web server to a second processor, wherein the second processor is coupled to the central web server and the second television.
5. (Previously Presented) The method of claim 4, wherein the step of transmitting the first guest survey from the central web server to the first processor includes the step of transmitting the first survey in a Hypertext Mark-up Language format, and wherein the step of transmitting the second guest survey from the central web server to the second processor includes the step of transmitting the second survey in the Hypertext Mark-up Language format.
6. (Currently Amended) The method of claim 2, ~~wherein the step of receiving the electronic response to the first guest survey includes further comprising~~ the step of transmitting a particular message from the common provider to a representative of the first entity when at least one portion of the electronic response to the first guest survey ~~corresponds to a particular predetermined response indicates dissatisfaction~~.

7. (Currently Amended) The method of claim 6, ~~wherein the step of receiving the electronic response to the second guest survey includes further comprising~~ the step of transmitting a further message from the common provider to a representative of the second entity when at least one portion of the electronic response to the second guest survey ~~corresponds to a particular predetermined response indicates dissatisfaction~~.

8. (Currently Amended) The method of claim 4, ~~wherein the first guest survey and the second guest survey are stored in a further database, the central web server includes the particular database, and the further the survey database is located remote from the central web server and the processor.~~

9. (Previously Presented) The method of claim 1; wherein the first guest survey includes a first plurality of questions and the second guest survey includes a second plurality of questions, wherein the first plurality of questions and the second plurality of questions are substantially the same questions.

10. (Currently Amended) A system for conducting a guest survey of hotel or motel guests using an interactive item selection system displayed on a viewing surface of a guest room television, comprising:

means for storing the guest survey in an electronic format, wherein the guest survey ~~is associated~~ includes inquiries regarding guest satisfaction with at least one of a product offered by a particular hotel or motel entity to a guest user of the interactive item selection system and a service performed by the particular hotel or motel entity for the guest user of the interactive item selection system; and

a central web server operated by a provider of the interactive item selection system and located separate from the particular hotel or motel entity, wherein the central web server is coupled to the means for storing and configured to:

receive an electronic request for the guest survey from the user via a processor at the entity when the guest user selects a particular item of the item selection system, wherein the processor is coupled to the central web server and the guest room television, the processor is located remote from the central web server, and the particular item is associated with the survey;

transmit the survey to the processor after receiving the electronic request, wherein the processor is configured to display at least one portion of the survey, comprising at least one question to the guest user, on the viewing surface of the television after receiving the guest survey; and

receiving receive an electronic response to the guest survey from the guest user of the interactive item selection system via the processor.

11. (Original) The system of claim 10, further comprising means for storing the electronic response in the electronic format.

12. (Canceled)

13. (Original) The system of claim 10, further comprising:

at least one server, wherein the at least one server is coupled to the central web server and the processor, such that the central web server is coupled to the processor via the at least one server.

14. (Previously Presented) The system of claim 10, wherein the processor is located remote from the guest room television.

15. (Original) The system of claim 10, wherein the central web server is configured to transmit the survey to the processor in a Hypertext mark-up Language format.

16. (Currently Amended) The system of claim 10, further comprising means for transmitting a particular message to a representative of the particular hotel or motel entity when at least one portion of the electronic response to the guest survey ~~corresponds to a predetermined response indicates dissatisfaction.~~

17. (Currently Amended) A system for conducting a first guest survey using a first interactive item selection system displayed on a viewing surface of a [[the]] first guest room television, and for conducting a second guest survey using a second interactive item selection system displayed on a viewing surface of a second guest room television, comprising:

means for storing the first guest survey and the second guest survey in an electronic format, wherein the first guest survey is associated includes inquiries regarding guest satisfaction with at least one of a product offered by a first hotel or motel entity to a guest user of the first interactive item selection system and a service performed by the first hotel or motel entity for the guest user of the first interactive item selection system, wherein the second guest survey is associated includes inquiries regarding guest satisfaction with at least one of a product offered by a second hotel or motel entity to a guest user of the second interactive item selection system and a service performed by the second hotel or motel entity for the guest

user of the second interactive item selection system, and wherein the first entity and the second entity are separate entities; and

a central web server operated by a common provider of the first and second interactive item selection systems, wherein the central web server is coupled to the means for storing and configured to:

receive an electronic request for the first guest survey from the guest user of the first interactive item selection system via a first processor when the guest user selects a particular item of the first item selection system, wherein the first processor is coupled to the central web server and the first television, the particular item is associated with the first guest survey, and the first processor is located remote from the central web server;

receive an electronic request for the second guest survey from the user of the second interactive item selection system via a second processor when the user selects a further item of the second item selection system, wherein the second processor is coupled to the central web server and the second television, the further item is associated with the second guest survey, and the second processor is located remote from the central web server and the first processor;

transmit the first guest survey to the first processor after receiving the electronic request for the first guest survey, wherein the first processor is configured to display at least one portion of the first guest survey, comprising at least one question to the guest user, on the viewing surface of the first television;

transmit the second guest survey to the second processor after receiving the electronic request for the second guest survey, wherein the second processor is configured to display at least one portion of the

second guest survey, comprising at least one question to the guest user, on the viewing surface of the second television; receive an electronic response to the first guest survey from the user of the first interactive item selection system via the first processor; and receive an electronic response to the second survey from the guest user of the second interactive item selection system via the second processor.

18. (New) The system of claim 17, wherein the first guest survey further comprises at least one inquiry regarding a product or service other than programming available on the first guest room television.

19. (New) The system of claim 18, wherein the first guest survey further comprises at least one inquiry regarding guest satisfaction with room service.

20. (New) The system of claim 17, wherein the central web server is further configured to transmit an email message to a representative of the first entity when at least one portion of the electronic response to the first guest survey indicates dissatisfaction.

21. (New) The system of claim 10, wherein the guest survey further comprises at least one inquiry regarding the guest user's satisfaction with a product or service other than programming available on the interactive item selection system.